

# ORDER



**Orders**  
**Order / Rev:** 165161  
**Alt Order #:** 06846141  
**Product Desc:** HEATHER WILSON  
**Estimate:** 904910  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 08/23/12 / 09/04/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King St Ste 200  
 Alexandria, VA 22314-3054

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heather Wilson 4 Senate  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 04/30/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	75	\$32,575.00	\$27,688.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	75	\$32,575.00	\$27,688.75	0.00
<b>Totals</b>	<b>75</b>	<b>\$32,575.00</b>	<b>\$27,688.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	27%	\$32,575.00
Market	100%	\$120,648.15

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	25%	\$30,162.04
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	48%	\$57,911.11
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Heather Wilson 4 Senate  
 Product Desc: HEATHER WILSON  
 Estimate: 904910  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	09/04/12	09/07/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-TWTF--	:30	5	\$425.003		0.00	NM	5	\$2,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					5	\$425.00		0.00			
E 2	All	09/10/12	09/10/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	M-----	:30	2	\$425.003		0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$425.00		0.00			
E 3	All	09/04/12	09/07/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	-TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$200.00		0.00			
E 4	All	09/04/12	09/07/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	-TWTF--	:30	4	\$175.003		0.00	NM	4	\$700.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$175.00		0.00			
E 5	All	09/08/12	09/08/12	Saturday Today Saturday Today	CM	Sa 5a-7a	-----S-	:30	2	\$175.003		0.00	NM	2	\$350.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					2	\$175.00		0.00			
E 6	All	09/04/12	09/07/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	-TWTF--	:30	4	\$425.003		0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$425.00		0.00			
E 7	All	09/10/12	09/10/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$425.00		0.00			
E 8	All	09/04/12	09/07/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	-TWTF--	:30	4	\$500.003		0.00	NM	3	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$500.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		All	09/03/12-09/09/12	News 4 @ 6p M-F			M-F 6p-632p		-TwThF----	:30	<del>(\$500.00)</del>	0.00	NM		
		Credited [preempted spots]													
E 9	All	09/04/12	09/07/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	-TWTF--	:30	4	\$800.003		0.00	NM	4	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$800.00		0.00			
E 10	All	09/10/12	09/10/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	M-----	:30	1	\$800.003		0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$800.00		0.00			

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Advertiser: Heather Wilson 4 Senate  
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**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	09/09/12	09/09/12	NFL (Sunday) NFL (Sunday)	CM	Su 6p-930p (6:15 PM-9:30 PM)	:30	1	\$2,400.00	3	0.00	NM	1	\$2,400.00
NFL FTBL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$2,400.00		0.00			
E 12	All	09/04/12	09/07/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a -TWTF--	:30	3	\$175.00	3	0.00	NM	3	\$525.00
TODAY SHOW III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				3	\$175.00		0.00			
E 13	All	09/10/12	09/10/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
TODAY SHOW III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$175.00		0.00			
E 14	All	09/08/12	09/08/12	Saturday Prime B Saturday Prime B	CM	Sa 8p-9p -----S-	:30	2	\$600.00	3	0.00	NM	2	\$1,200.00
DRAMA ENCORES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$600.00		0.00			
E 15	All	09/07/12	09/07/12	Friday Prime C Friday Prime C	CM	F 9p-10p ----F--	:30	2	\$800.00	3	0.00	NM	1	\$800.00
DATELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				2	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	All	09/03/12-09/09/12		Friday Prime C		F 9p-10p		-----F----	:30	<del>(\$800.00)</del>	0.00	NM		
Credited [preempted spots]														
E 16	All	09/10/12	09/10/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p M-----	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
THE VOICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				2	\$2,000.00		0.00			
E 17	All	09/04/12	09/04/12	Tuesday Prime A Tuesday Prime A	CM	Tu 7p-8p -T-----	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
AGT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				2	\$1,800.00		0.00			
E 18	All	09/04/12	09/07/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p -TWTF--	:30	4	\$275.00	3	0.00	NM	4	\$1,100.00
DAYS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$275.00		0.00			
E 19	All	09/10/12	09/10/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p M-----	:30	1	\$275.00	3	0.00	NM	1	\$275.00
DAYS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$275.00		0.00			
E 20	All	09/04/12	09/07/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p -TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$175.00		0.00			
E 21	All	09/10/12	09/10/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$175.00		0.00			
E 22	All	09/08/12	09/08/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	2	\$400.00	3	0.00	NM	2	\$800.00

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Advertiser: Heather Wilson 4 Senate  
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 Estimate: 904910  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SNL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		2		\$400.00		0.00				
E 23	All	09/04/12	09/07/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a-TWTF--	:30	4	\$175.003		0.00	NM	4	\$700.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		4		\$175.00		0.00				
E 24	All	09/09/12	09/09/12	Access Hollywood Su 11p Access Hollywood Su 11p	CM	Su 1105p-1205a-----S	:30	1	\$125.003		0.00	NM	1	\$125.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S		1		\$125.00		0.00				
E 25	All	09/04/12	09/07/12	Late Night w/Jimmy Fallon Late Night w/Jimmy Fallon	CM	M-Th 1207a-107a-TWTF--	:30	4	\$60.003		0.00	NM	4	\$240.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		4		\$60.00		0.00				
N 26	All	09/10/12	09/10/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10aM-----	:30	1	\$200.003		0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$200.00		0.00				
N 27	All	09/10/12	09/10/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3pM-----	:30	1	\$175.003		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$175.00		0.00				
N 28	All	09/10/12	09/10/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632pM-----	:30	1	\$500.003		0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$500.00		0.00				
N 29	All	09/10/12	09/10/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207aM-----	:30	1	\$175.003		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$175.00		0.00				
N 30	All	09/10/12	09/10/12	Late Night w/Jimmy Fallon Late Night w/Jimmy Fallon	CM	M-Th 1207a-107aM-----	:30	1	\$60.003		0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$60.00		0.00				
N 31	All	09/04/12	09/07/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p-TWTF--	:30	1	\$500.003		0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		1		\$500.00		0.00				
N 32	All	09/07/12	09/07/12	Friday Prime B Friday Prime B	CM	F 8p-9p----F--	:30	1	\$800.003		0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----F--		1		\$800.00		0.00				
N 33	All	09/05/12	09/07/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a--WTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	--WTF--		3		\$175.00		0.00				
N 34	All	09/10/12	09/10/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530aM-----	:30	1	\$175.003		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$175.00		0.00				
N 35	All	09/08/12	09/08/12	News 4 @ 630p Sat News 4 @ 630p Sat	CM	Sa 630p-7p-----S-	:30	1	\$200.003		0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		1		\$200.00		0.00				

\*Tax 1 Note: ABQ 7%.

Totals 75 \$32,575.00